



They count on dad  
to get them to the game.

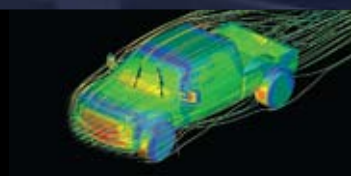
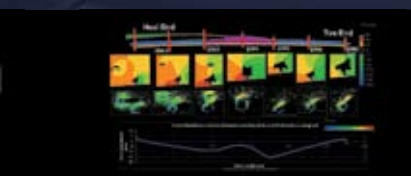
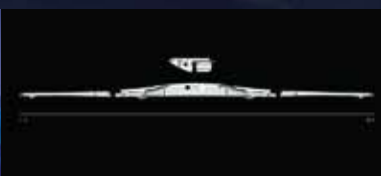
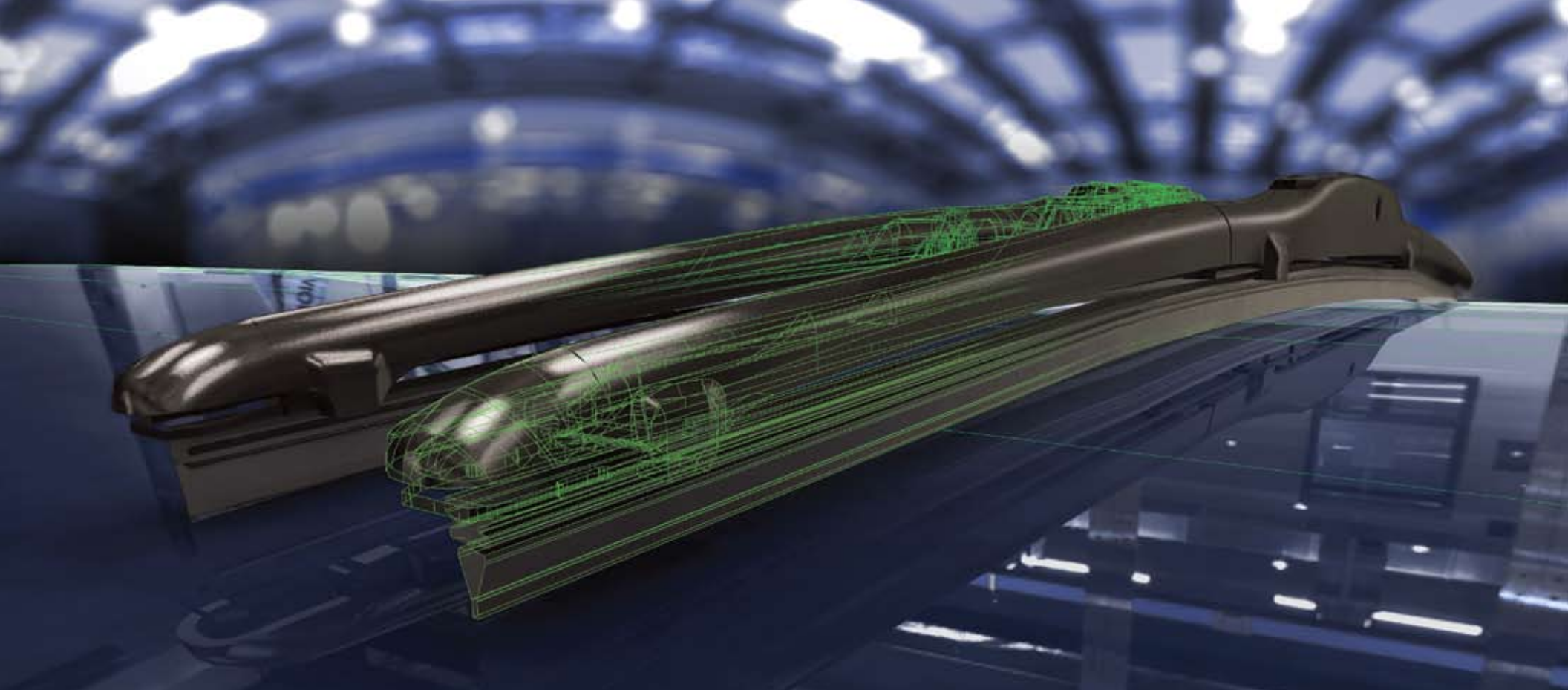
**TRICO**<sup>®</sup>  
seeing you through.





He counts on TRICO®  
to get them there safely.

With more styles and sizes to fit more vehicles  
on the road than any other wiper manufacturer,  
TRICO is the brand you can trust to protect your  
customers – and your reputation.



1910

1920

1930

1940

1950

1960

1970

1917

Rain Rubber  
The first production  
wiper blade

1927

Visionall®  
Two blade  
wiper system

1936

Windshield  
washer system

1949

Automatic wiper/  
washer system

1953

Arctic winter blade

# Envisioning the future

From the creation of the wiper blade industry to the latest in advanced beam blade technology – and countless innovations in between – TRICO has been the global wiper industry leader for close to a century. And we continue to forge ahead with innovative solutions, unmatched quality and outstanding performance.

For over 90 years, TRICO has developed innovations to anticipate the needs of today's vehicles and drivers. From quicker, easier installation to enhanced wiping performance that keeps your customers driving safely, TRICO is always at the forefront of technology and intelligent solutions. But what's so important about our history of innovation isn't the litany of firsts we've brought to the marketplace – it's about what's next.

## TRICO CLEAR FACTS

TRICO has invented over  
1,000 patented innovations

1980

1990

2000

2010

1979

Tubular wiper blade

1995

TRICO  
Exact Fit® blade

2000

TRICO  
Teflon® blade

2002

Beam blade

2009

TRICO Flex® blade  
with SWIFT® Easy  
Connection Technology

2010

Teflon® SHIELD™  
First crossover blade in the  
North American Aftermarket



Since the inception of the wiper industry, TRICO has shown a constant commitment to product advancement and unparalleled dedication to driver safety. Every day, TRICO works diligently to meet our customers' needs – OEMs who trust our wiper blades on their new vehicles, professional installers who depend on them to protect their customers in any weather and drivers who rely on them to keep their families safe.

## Traditional Blade



### Teflon<sup>®</sup> surface protector

Exclusively offered on premium TRICO wipers

### Pre-attached adaptor

Consistently fits more vehicles directly, right out of the package

# Not all wiper blades are created equal

Many people think wiper blades are all the same. That is simply not true. TRICO has engineered key technological advances into each wiper line to ensure each product performs better, lasts longer, installs easier and fits more vehicles than any other supplier. TRICO engineered wipers truly do enhance driver visibility.





# Bringing OEM engineering and quality to the Aftermarket

As a first-in-industry wiper blade innovator, TRICO has always been the wiper brand that offers superior products, designed and engineered with OEM rigor and quality, and created with the needs of technicians and drivers in mind. Every day, we partner with OEM experts to cultivate new ideas that truly make a difference in wiper blade performance. Throughout the development process, our products are put through harsher-than-real-world testing conditions at our unparalleled R&D facilities. From conception to completion, TRICO goes above and beyond to provide unique visibility solutions that will make tomorrow safer for everyone on the road.

# At the forefront of the global wiper industry

TRICO's strong, enduring relationship with OEMs across the globe fuels our knowledge, keeping us at the forefront of the wiper industry and allowing us to be the first to bring innovative solutions to the Aftermarket.

## TRICO OEM capabilities:

- Deliver products to nearly 50 countries around the world
- Work directly with most major OEMs
- Partner with vehicle manufacturers on platforms two to three years out, which puts us on the cutting edge of technology and development for the Aftermarket as well
- Significant OEM R&D, testing and quality control practices are employed to bring the same level of engineering and quality to the Aftermarket
- ISO 9001, ISO 14001 and TS16949 certified company wide

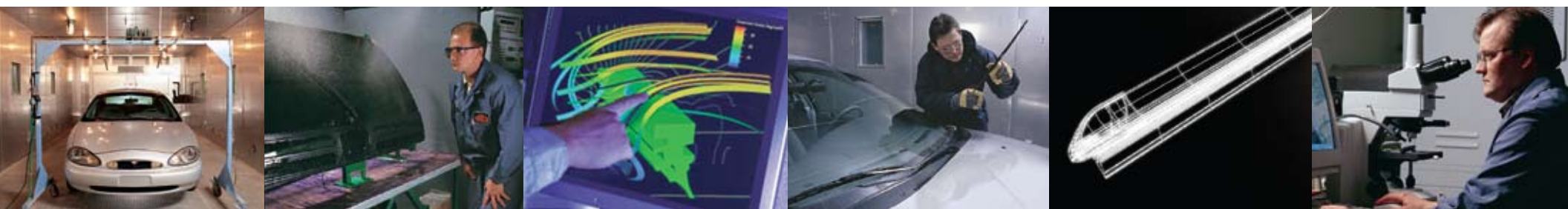
## TRICO CLEAR FACTS

Sell wipers in over **50 countries** on **5 continents**, fitting thousands of model applications.

Over **70 engineers** at our Technology Center in Rochester Hills, Michigan, and nearly **200 engineers** around the globe.

House more than **60 test chambers**, **150 test bucks** and **6 full-size vehicle test bays** for R&D.

Manufacture **millions** of **wiper blades** annually.





### TRICO NeoForm®

#### Premium Beam Blade with Teflon® Surface Protector

Uniquely engineered for precision contact with highly curved windshields.

##### Features and benefits:

- Original factory quality for the same fit and function as when the vehicle was new
- Exclusive Teflon® surface protector provides a smoother wipe and longer life
- Extreme weather durability – from sun and rain to snow and mud
- Memory Curve Steel™ beam provides uniform pressure for the clearest wipe
- Exclusive dual-point coupler balances wiper pressure to help eliminate streaking
- Available in 14"–28" lengths



### TRICO Flex®

#### Advanced Flexible Beam Blade Technology

Beam blade technology at an affordable price.

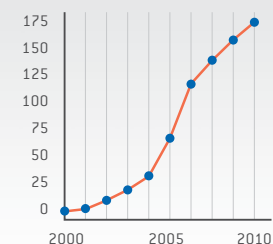
##### Features and benefits:

- SWIFT® Easy Connection Technology offers quick and easy wiper replacement
- All-weather durability
- Memory Curve Steel™ beam provides uniform pressure for the clearest wipe
- Tested to perform over 1.5 million cycles
- Available in 16"–28" lengths

#### TRICO CLEAR FACTS

**Over 60%** of new 2010 vehicles and over **700 models** since 2000 have beam blades as Original Equipment.

NUMBER OF NEW MODELS WITH BEAM BLADES





### TRICO Sense™

#### Teflon® Surface Protector

TRICO teamed up with DuPont Teflon® brand coatings to create a premium wiper blade that's a step above. The unique Teflon® infused wiper element glides effortlessly over the glass for a quieter, smoother wipe.

#### Features and benefits:

- Teflon® surface protector on wiping edge provides longer life and a smoother wipe
- Extra-durable metal superstructure is riveted at vulnerable contact points
- Pre-attached adaptor is designed to fit 95% of vehicles directly
- Available in 11"-28" lengths



### TRICO Exact Fit®

#### Factory Replacement

TRICO has taken the extra step of pre-assembling the wiper blade so that the blade's receptor matches the specific arm style of the vehicle.

#### Features and benefits:

- Original factory quality for the same fit and function as when the vehicle was new
- Pre-assembled connector for quick and easy wiper replacement
- Durable steel frame for reliable quality
- Available in 10"-28" lengths



### TRICO Exact Fit®

REAR BLADE

#### Factory Replacement Rear

Original factory quality offers the same look and performance as new integral rear vehicle wiper blades. Precisely designed to provide the best fit and critical rear visibility.

#### Features and benefits:

- Original factory quality for the same fit and function as when the vehicle was new
- Over 21 million vehicles on the road have a rear integral wiper blade
- Provides critical rear visibility in today's aggressive driving environment
- Precisely designed to provide the best fit for vehicles, eliminating the need for customers to go to the dealership
- Available in 10"-16" lengths



#### TRICO CLEAR FACTS

Exact Fit is the **#1 selling wiper line** in the Aftermarket for nearly **10 years**.





## TRICO Tech.

### Universal Beam Blade

An affordable way to upgrade your customers to beam blade technology. And with 96% vehicle coverage, an easy connection system and trusted TRICO performance, more customers can drive with the best.

#### Features and benefits:

- Minimal number of SKUs cover 96% of vehicles
- SWIFT® Easy Connection Technology offers quick and easy wiper replacement
- Memory Curve Steel™ beam provides uniform pressure for a clean, clear wipe
- Tested to perform over 1.5 million cycles
- Aerodynamic spoiler ensures positive wiper contact at various driving speeds
- Available in 16"–28" lengths

## TRICO

### Universal Steel Frame Blade

The TRICO (30 Series) blade is the practical choice, so customers don't have to compromise quality when on a budget. An aerodynamic steel frame provides exceptional strength and durability, and the precision-cut rubber edge creates superior wiping action.

#### Features and benefits:

- Pre-attached adaptor fits 95% of vehicles on the road directly for quick and easy installation
- Engineered for better wrap on highly curved windshields
- Longer life, precision-cut wiping edge
- Available in 11"–28" lengths

#### TRICO CLEAR FACTS

TRICO Tech and TRICO combine to offer up to **96% coverage** in only 24" of display space.





### TRICO Chill™

#### Winter Blade

TRICO Chill blades feature a protective rubber boot to help prevent snow and ice from clogging the blade. This allows the blade to maintain even pressure to provide a clean wipe and enhance driving visibility.

##### Features and benefits:

- Constructed of high-grade steel and extruded rubber for durability and performance in wet, wintry weather
- Fits unique Pinch Tab wiper arms
- Available in 11"–28" lengths



### TRICO Chill™ Teflon® Edge

#### Winter Blade with Teflon® surface protector

The blade's rubber boot protects the metal blade frame from becoming clogged with snow and ice. You know you have a TRICO Chill Teflon® Edge by the distinctive color strip on the rubber edge and the blade's blue end caps.

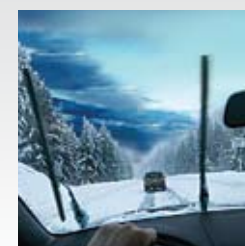
##### Features and benefits:

- Exclusive wiping edge with Teflon® surface protector provides longer life and smoother wipe
- Low friction for smoother, quieter wipe
- No chattering or squeaking
- Available in 15"–28" lengths



#### TRICO CLEAR FACTS

Many areas of the country receive more than **20 inches of snow annually.**





### TRICOHD™

#### For Trucks, Buses and RVs

TRICO offers the largest selection of heavy duty wiper products on the market today. With a full line of wiper blades, refills and arms, TRICO has the wiper products for virtually all of your heavy duty truck, bus and recreational vehicle needs.

##### Features and benefits:

- Durable metal construction
- Heavy duty natural rubber wiping element
- Quick and easy installation
- Available in 10"–32" lengths in a variety of configurations



### TRICOClassic™

#### Original Styling

TRICO's Classic wiper blades feature a silver finish to resemble the Original Equipment blades on many of the classic American cars manufactured from the 1940s through the 1960s. And the precision-cut rubber wiping element is sure to provide a clean wipe every time.

##### Features and benefits:

- Silver finish
- Steel frame for strength and durability
- Available in 10"–18" lengths





### TRICO Wiper Refills

When you only need to replace the rubber wiping element, TRICO makes it easy, offering high-quality wiper refills to provide complete market coverage. Refills feature precision-cut natural rubber for clear vision and enhanced driving safety.

#### Features and benefits:

- TRICO wiper refills are available as Original Equipment replacements, as well as replacements for TRICO blades and most competitive wiper lines
- Break-To-Fit refills allow for optimized pantograph consolidation
- Available in 11"–28" lengths



### TRICO Spray™

TRICO offers a universal washer pump, a reservoir and pump kit, and a full line of washer pumps to help make windshield washer repairs quick and easy.

#### Features and benefits:

- Universal pump will replace the Original Equipment washer pump on nearly any domestic or import vehicle
- Full line of Original Equipment style 12-volt pumps available for comprehensive vehicle coverage

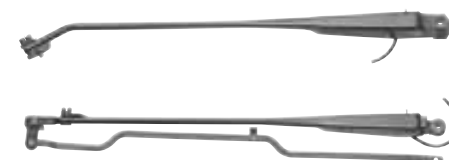


### TRICO Wiper Arms

Heavy duty wiper arms are Original Equipment replacements for heavy duty trucks and Class A RVs.

#### Features and benefits:

- Available in tubular, pantograph and hook styles
- Designed with enhanced durability to handle the rugged, commercial environment





## Teflon® SHIELD<sup>TM</sup> BLADE

ENGINEERED BY TRICO.

### Advanced Protection Technology

Teflon® SHIELD<sup>TM</sup> wiper blades are crossover blades that offer the superior wiping of a beam blade with the added protection and styling of a hinged shell encasing the wiper for the latest in wiper technology.

#### Features and benefits:

- Dual-Shield<sup>TM</sup> Technology – total protection and maximum performance
- Engineered for maximum contact with today's highly curved windshields
- High-strength polymer hinged shell protects the blade from the environment
- Unique turbine air foil shell design
- Wiping element infused with exclusive Teflon® surface protector for smoother, quieter wipe
- Superior all-weather performance
- Available in 16"–28" lengths

## TRICO View<sup>TM</sup>

### Professional Grade Glass Treatment

Our professional grade glass treatment product – TRICO View<sup>TM</sup> – lasts up to six times longer than the leading glass treatments on the market. Unlike silicone spray and other glass coating products, TRICO View forms a chemical bond with glass so water beads up and rolls off immediately.

#### Features and benefits:

- Lasts six times longer than other leading glass treatments
- Can be used on front and rear windshields, side windows and mirrors
- Makes it easier to clear ice, snow and even dirt and bugs
- Reduces night glare, especially in the rain
- Available in retail and bulk packs



#### TRICO CLEAR FACTS

On the treated side, water beads up and rolls off the glass, leaving a clear view for **maximum driving visibility.**



# More sales. Less space.

Support materials that make selling easier.

TRICO supports our customers all the way through the sale, with merchandising and point-of-purchase displays that are compact, yet present product beautifully. Pick your size and style: they are all easy to assemble, simple for consumers to select their size and present the product with impact.



## TRICO CLEAR FACTS

TRICO offers a full assortment of **in-store support materials** to help drive sales.

## Mobile Merchandiser Rack

This uniquely shaped silver rack is available as a one-or two-sided rack with 17 facings per side. Includes header and flip-chart application guide.



## MERCHANDISERS & DISPLAYS

### Corrugated Prepacks

Prepacked corrugated merchandisers come with the most popular lengths, and are easily refilled with open stock.



### Wall Unit

This attractive silver rack holds nine facings and fits directly into pegboard or on a wall. Includes header and flip-chart application guide.



### Dealer Cabinet

Mobility, security and visibility – all in one high-capacity sales/storage unit to keep inventory clean and organized. Holds 130 blades.





### Advertising and Promotional Support

TRICO helps drive customers to you with consumer advertising support that includes radio, television, online and other key media vehicles, as well as seasonal promotions that drive sales.

- TRICO *It's Raining Rebates*™ consumer promotions
- TRICO *It's Raining Rewards*™ trade promotions
- Prepack merchandisers



### TricoProducts.com

We are constantly improving our website to better serve all of our customers' needs and help drive sales. With the continuing trend to seek out information online, TRICO is committed to this essential marketing and support tool.

- Full product information
- Special sections to serve drivers, the Aftermarket and OEMs
- Installation instruction videos
- Wiper application guides
- Information on where to buy and where to get TRICO wipers installed

### Expert Technical Support

No other company can boast the breadth and depth of technical experience in the wiper industry. From designing the latest innovations for the Aftermarket to solving specific customer requests, nobody knows the wiper market like TRICO.

- 81,000-square-foot Technology Center in Rochester Hills, Michigan, with the most advanced equipment for development, testing and quality control of wiper products
- The most wiper-focused engineers and technical support specialists in the industry
- Knowledge and data on the latest trends in the automotive Aftermarket and wiper industry, including local information to help customize your wiper mix for your marketplace
- The most reliable application information with the most up-to-date specs on the latest makes and models

### Service After the Sale

From the local sales representative to the corporate customer service technician, TRICO is a partner you can count on to serve your needs and support your sales efforts.

- Local sales representatives across the country
- Experienced wiper-focused service professionals at **1-800-388-7426**
- Service awards, including Ford Q1 Preferred Supplier and Chrysler Gold Pentastar

## A Worldwide Leader in Wiper Blades

TRICO Technology Center and Headquarters  
Rochester Hills, Michigan, U.S.A.

Brownsville, Texas, U.S.A.

Matamoros, México

Jacareí, São Paulo, Brazil

Pilar, Buenos Aires, Argentina

Pontypool, South Wales, UK

Suzhou, China

Springvale, Australia

(STRI25583) T-5036

